



PLUG IN

EXTENSION COUNCIL CONFERENCE

FEBRUARY 2, 2023
7:00 – 9:30 P.M.

FEBRUARY 7, 2023
6:30 – 9:30 P.M.



Iowa ←
Extension Council
→ Association

Improving Quality of Life in **your** Community – Showcasing Community and Economic Development Opportunities

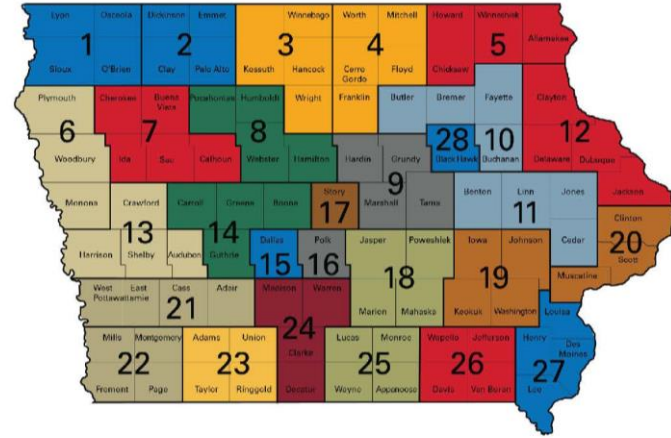
Erin Olson-Douglas, Lisa Bates, Courtney Long and Himar
Hernandez

Community Development Specialists and College of Design Faculty



Our Goal

Community and Economic Development (CED) works with lowans to foster thriving, resilient Iowa communities and economies.



CED REGIONAL CONTACTS

Jane Goeken – 1, 2

Luke Seaberg – 3, 4

Scott Timm – 5, 12

Abbie Gaffey – 6, 13

Mark Reinig – 7

Lindsay Henderson – 8, 14

Omar Padilla – 9, 16

Aimee Viniard-Weideman – 10, 11, 28

Lisa Bates – 15, 23

Sara Shonrock – 17

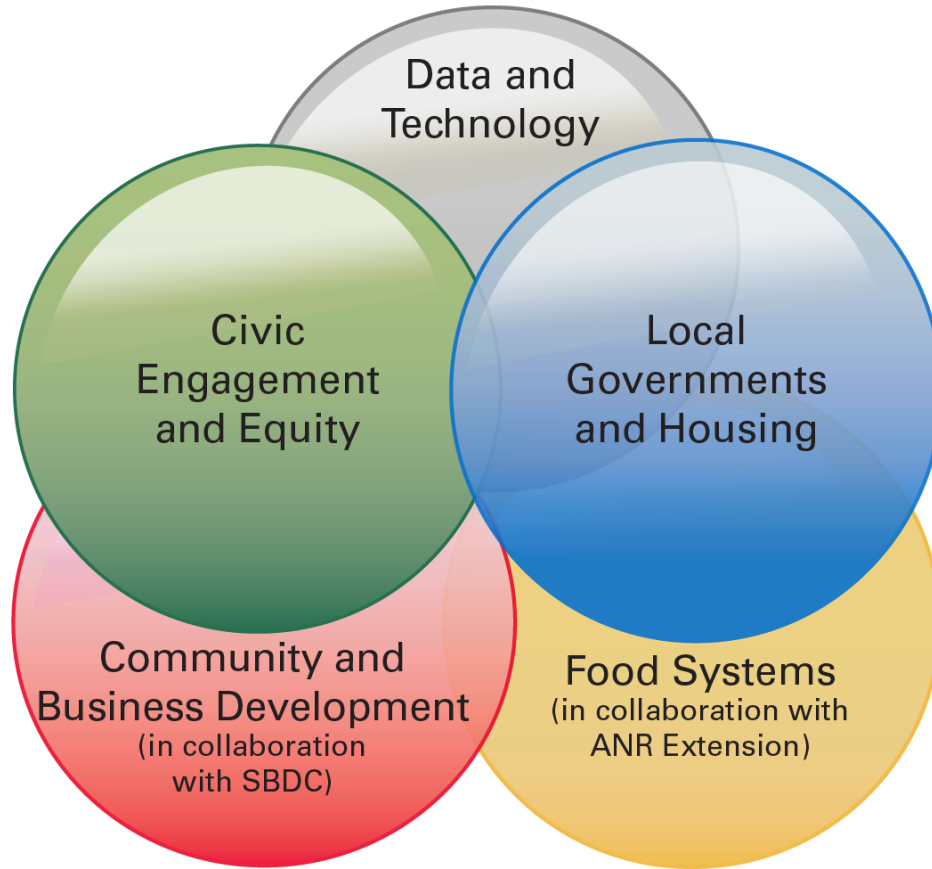
Diane Van Wyngarden – 18, 25

Mary Weinand – 19, 20, 27

Lynn Adams – 21, 22

Victor Oyervides – 24

Himar Hernández – 26



How We Address Iowa's Critical Issues



Programs that build capacity through curriculum-based learning opportunities



Products such as research publications, Indicators portal, software tools, mapping, to foster informed decision-making



Processes using public engagement tools to foster creative and collaborative local decision-making



Projects that address client-identified needs and opportunities (using two or more of above in combination)

Civic Engagement and Equity

- Goal Setting, Strategic Planning, Facilitation, Focus Groups
- Leading Communities©
- Intercultural Development Inventory®
- Marketing Hometown America©
- Coming Together for Racial Understanding©
- Navigating Difference©



Community and Business Development

- Arts Engagement
- Community Visioning Program
- Customer Service Workshops
- Iowa Retail Initiative
- Latino Business and Community Development
- Professional Guide Training and Certification
- Unlocking the Secrets of Social Media for Retailers
- Fruit and Vegetable Processing
- Independent Grocery Research



Data and Technology

- Data Science for the Public Good
- Iowa Government Finance Initiative
- GIS Short Courses
- Indicators Program
 - indicators.extension.iastate.edu/
 - Data for Decision Makers publications
 - Data Literacy training

Data for Decision Makers




County Profile Story County

report created: 12/06/2022

Population profile

Data for Decision Makers



City Profile Ames, Iowa

report created: 08/31/2022

Population Profile

The 2020 population for Ames is 66,427. Between 2010 and 2020 the population increased by 12.7%. The City of Ames is in Story County. Story County saw a 10.9% population increase between 2010 and 2020. Ames's population is predominantly White. Between 2010 and 2020 there was a decrease in the percent of White population.

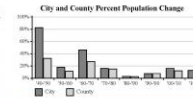
Total Population			
	2000 ¹	2010 ²	2020 ³
Ames	58,731	58,565	66,427
Male	28,491	31,247	NA
Female	24,240	27,718	NA
Story County	79,981	89,542	98,537
State of Iowa	2,926,324	3,046,555	3,190,309

Neighboring Cities - Percent Population Change				
	'90/'10 ¹	'00/'10 ²	'10/'20 ³	'10/'20 ⁴
Cambridge	14.31%	0.08%	0.00%	
Cluett	23.99%	6.63%	11.92%	
Hosley	13.14%	43.22%	27.99%	
Kelley	21.95%	3.00%	-1.62%	
Nevada	0.80%	2.10%	1.87%	
Ames	7.49%	16.23%	12.89%	
Story County	7.72%	11.45%	10.03%	
State of Iowa	5.39%	4.10%	4.73%	

Percentage of Population by Race/Ethnicity Origin ⁵				
	City	County	2010	2020
Race Groups	2010	2020	2010	2020
One Race/Only	98%	93.1%	98.3%	93.9%
White	84.5%	77.3%	88.0%	82.2%
White Alone, Not Hispanic	82.5%	76.3%	86.9%	81.1%
Black or African American	3.4%	4.2%	2.5%	3.1%
Asian	8.8%	7.9%	0%	5.5%
American Indian or Alaska Native	0.2%	0.3%	0.2%	0.3%
Hawaiian or Pacific Islander	0%	0.0%	0%	0.0%
Other	1.1%	3.1%	1%	2.7%
Two or more races	2%	6.9%	1.7%	6.1%
Hispanic origin*	3.4%	5.9%	3%	5.1%

*Hispanics can be of any race.

City and County Percent Population Change



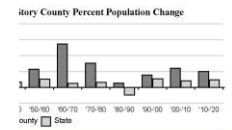
Regional Director
Doranne Olson
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olated communities and their surrounding rural ate's population increased by 4.73%.

Neighboring Counties - Percent Population Change

	'90/'10 ¹	'00/'10 ²	'10/'20 ³
IA	-4.12%	0.31%	-1.55%
	-1.48%	-6.79%	-3.74%
	6.95%	-1.00%	2.64%
IA	2.70%	3.40%	-1.34%
	14.51%	14.96%	14.34%
	7.72%	11.95%	10.05%
wa	5.39%	4.10%	4.73%



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IOWA STATE UNIVERSITY
Extension and Outreach
Community and Economic Development



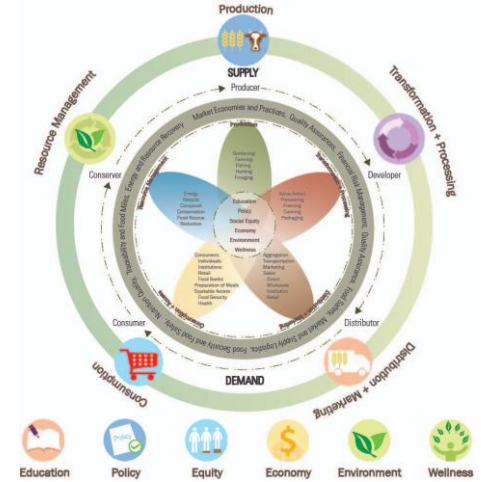
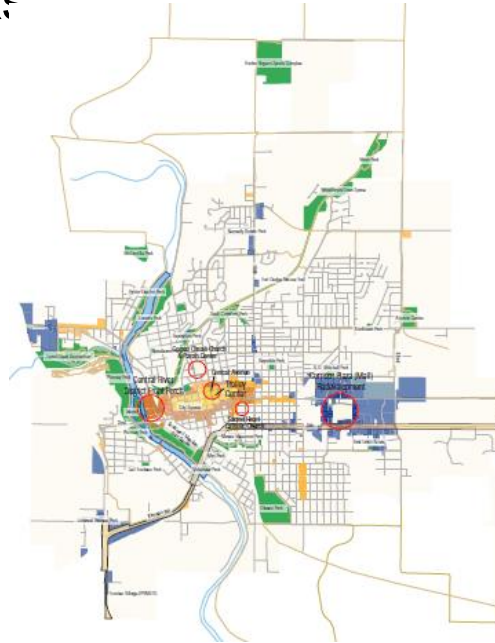
Local Governments and Housing

- Goal Setting, Strategic Planning, Facilitation
- Grant Writing Workshops (101 and 201)
- Municipal Leadership Academy
- Municipal Professional Institute and Academy
- Planning and Zoning Workshops
- Rural Housing Readiness Assessment
- Township Trustee & Clerk Training



Food Systems

- Statewide and National Networks
- Community Food Systems Program
- Certification Courses
- Farm to School and Early Care
- Research and Evaluation



IOWA STATE UNIVERSITY
Extension and Outreach

Search

Community and Economic Development



Home Programs and Services Resources Newsletter About Us

COMMUNITY and ECONOMIC DEVELOPMENT

Our programs, processes, and people play an important role in providing research-based information and resources to sustain communities into the future.

Erin Olson-Douglas:

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Lisa Bates:

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www.extension.iastate.edu/communities

**Thank You!
Questions?**

@ISUExtensionCED



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